



Summer Programme 2024 Boston University
Interactive Marketing Communication, Public Relations and Event Management

PROGRAM OBJECTIVE

Over the course of three weeks participants will receive instruction in the areas of interactive marketing communication, events management and public speaking. Participants will learn the right consumer engagement strategies and techniques, the role of events in PR strategy and planning, effective public speaking techniques and how to prepare and deliver an informative and persuasive presentation.

COURSES DESCRIPTION

Course 1. Integrated marketing communication, 25 hours: interactive consumer engagement strategies and tactics (e.g. user generated contents, viral communication campaigns, social networking, blogs and online communities, web interactive platforms, etc.)

This course explores the evolution of interactive marketing and the vital role new digital technologies play in planning and implementing marketing communication campaigns. Students will learn how digital and social media are revolutionizing advertising, public relations, and corporate communications. Specific topics will include SEO (search engine optimization) and SEM (search engine marketing), database and email marketing, community management, emerging social media strategies and platforms and the future of marketing. Students will work on team projects to design and present interactive marketing campaigns. The class will visit several major advertising and digital marketing agencies in the Boston area.

Course 2. Event Planning and Promotion, 25 hours: the role of events in a PR strategy and plan event management (event idea, event creative concept, location



choice, planning and budgeting, execution, control and reporting of events, the relationship between company and PR agency in event management).

Students will learn how professionals plan, manage and promote special events ranging from corporate conferences to fundraising galas to wedding receptions. Event planning topics will include budgeting, site evaluation and selection, food and beverage planning, design/decor fundamentals, event budgeting and evaluation. Promotion topics will include marketing and public relations fundamentals, working with media, social media and promotion, creative storytelling, and inbound marketing. Students will visit multiple event location in Boston as well as visiting various public relations and marketing companies for tours and guest lectures.

Course 3. Presentation Skills, 25 hours: effective public speaking techniques; preparation and delivery of informative and persuasive presentations.

What is the essence of powerful storytelling? That is the fundamental question addressed in this course. Student will learn basic presentation skills that will assist them in presenting to a large audience, managing television interviews and handling one-on-one interviews effectively. Through lectures, class exercises and team presentations in Boston University's television studio, students will learn how to craft and deliver multi-media stories with emphasis on television. On-camera exercises will provide students opportunities to use the "4 C's" to deliver effective presentations: Be competent, confident, calm and compassionate.

Lesson typology: both theoretical and practical lessons, with group assignments and project works.

In addition to the above courses, students will be welcome to Boston with an informal reception providing student and faculty the opportunity to get to know each other on a personal level.



Optional trips are available as well: a one-day trip to Martha's Vineyard allows student the chance to explore one of New England's most beautiful island communities.

A trip to New York City is also available. Hotel accommodations are arranged in New York City and students are free to explore the city on their own. A "graduation" ceremony takes place on the last day of the program allowing students and faculty to celebrate our time together in Boston.